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ADVERTISING AND MEDIA RESEARCH

Advertising Frequency Decisions in a Discrete Markov Process Under a Budget Constraint, BART J. BRONNENBERG, August 1998, 399–406.

The author studies the optimality of advertising pulsing under the assumption that demand follows a discrete and interpretable Markov process and that the advertising budget is constrained. The author develops two main results. First, when pulsing is optimal, the prevalence of advertising effects on switching or repurchasing affects the length of the pulse (shorter versus longer, respectively), as well as the optimal level of advertising. Second, the author identifies the functional forms of the short- and long-term effects of advertising in the discrete Markov process and shows that pulsing can be optimal if the transition probabilities are concave in advertising. As an alternative to a pure Markov carryover (if any), the author considers that carryover effects of advertising also might be caused by accumulation of memory for the advertisement. Although general results are difficult to obtain, the author analyzes one case of the compound dynamics of the Markov process and memory effects for advertising with results similar to the pure Markov process. Similarities and differences with continuous-time models, as well as managerial implications, are discussed.

Consumer Processing of Product Trial and the Influence of Prior Advertising: A Structural Modeling Approach, DEANNA S. KEMPF and ROBERT E. SMITH, August 1998, 325–38.

See "Brand Evaluation and Choice"

Exploring the Determinants of Broadway Show Success, SRINIVAS K. REDDY, VANITHA SWAMINATHAN, and CAROL M. MOTLEY, August 1998, 370–83.

See "Consumer Behavior"

The Impact of Advertising Positioning Strategies on Consumer Price Sensitivity, AJAY KALRA and RONALD C. GOODSTEIN, May 1998, 210–24.

The authors examine the link between advertising and price effects and propose that this relationship depends on the specific advertising positioning strategy employed by an advertiser. The authors note that advertising has different goals, depending on the competitive context of the brand, with some advertisers positioned to differentiate between brands and others positioned to narrow the perceived difference between brands. The authors identify specific types of nonprice advertising positioning that increase brand equity and category price sensitivity, those that decrease both, and those that increase brand equity while increasing category price sensitivity. The hypotheses are tested in two experiments across different product categories. The results imply that tests of advertising effectiveness must extend beyond brand attitudinal measures.

A Meta-Analysis of Relationships Between Ad-Evoked Feelings and Advertising Responses, STEVEN P. BROWN, PAMELA M. HOMER, and J. JEFFREY INMAN, February 1998, 114–26.

See "Consumer Behavior"

ATTITUDE THEORY RESEARCH

Is a Company Known by the Company It Keeps? Assessing the Spillover Effects of Brand Alliances on Consumer Brand Attitudes, BERNARD L. SIMONIN and JULIE A. ROTH, February 1998, 30–42.

See "Brand Evaluation and Choice"

BRAND EVALUATION AND CHOICE

Consumer Processing of Product Trial and the Influence of Prior Advertising: A Structural Modeling Approach, DEANNA S. KEMPF and ROBERT E. SMITH, August 1998, 325–38.

A major goal of this study is to develop and test a structural model of trial processing to help marketers and researchers better understand the dynamics of this important stage in the purchase process. No such model exists, even though prior research has demonstrated that product trial can be an important determinant of brand beliefs and attitudes. Accordingly, the authors develop a general model of how consumers process and respond to trial experiences. This trial model then is integrated with a well-known advertising model to trace how (1) consumers react when both types of information are available and (2) advertising achieves its influence on trial perceptions. The authors estimate these models for two products that vary significantly in the diagnosticity of the trial experience and discuss implications for marketing research and practice.

Distance Representations of Consumer Perceptions: Evaluating Appropriateness by Using Diagnostics, SANJOY GHOSE, May 1998, 137–53.

See "Scaling Methods"

The Effects of Extensions on Brand Name Dilution and Enhancement, ZEYNEP GURHAN-CANLI and DURAIRAJ MAHESWARAN, November 1998, 464–73.

See "Brand Management"

An Empirical Analysis of Umbrella Branding, TULIN ERDEM, August 1998, 339–51.

In this article, the author studies the processes by which consumers' quality perceptions of a brand in a product category are affected by their experience with the same brand in a different category. The model proposed and estimated explicitly incorporates some of the basic consumer behavior premises of signaling theory of umbrella branding (Montgomery and Wernerfelt 1992; Wernerfelt 1988). The author provides a framework to analyze the impact of marketing mix strategies in one product category on quality perceptions, consumer perceived risk, and

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ATTITUDE THEORY RESEARCH

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consumer choice behavior in a different category. The model is estimated on panel data for two oral hygiene products, toothpaste and toothbrushes, in which a subset of brands share the same brand name across the two product categories. The results show strong support for the consumer premises of the signaling theory of umbrella branding.

Exploring the Determinants of Broadway Show Success, SRINIVAS K. REDDY, VANITHA SWAMINATHAN, and CAROL M. MOTLEY, August 1998, 370–83.

See "Consumer Behavior"

How Brand Names Affect the Demand for Twin Authomobiles, MARY W. SULLIVAN, May 1998, 154–65.

See "Brand Management"

Investigating Purchase Timing Behavior in Two Related Product Categories, PRADEEP K. CHINTAGUNTA and SUDEEP HALDAR, February 1998, 43–53.

The authors' objective is to investigate the purchase timing behavior of households in two product categories for which the decision of a household to make a purchase in one category at a given point in time influences purchase in the other category. Interdependence in purchase timing between the two categories is modeled using a bivariate hazard function approach that accounts for unobserved heterogeneity. The authors provide empirical results from five durable and nondurable goods product category pairs—pasta and pasta sauce, liquid and powder detergents, clothes washers and dryers, soup and yogurt, and room air conditioners and dishwashers. The latter two categories are included in the analysis to ensure that the model can distinguish between true and spurious dependence caused by categories being purchased together. The authors find that the estimated cross-category correlation parameter obtained from the bivariate hazard model is consistent with prior expectations in each of the product categories. As in the literature on univariate hazard models, the authors find the bivariate hazard functions to be nonmonotonic in nature. Using the proposed model, the impact of price reductions in one category on the purchase probabilities in both categories is examined using the pasta/pasta sauce product pair. Given the positive relationship in the purchasing in these two categories, the authors find that a price cut in one category increases the purchase probabilities of both pasta and pasta sauce.

Is a Company Known by the Company It Keeps? Assessing the Spillover Effects of Brand Alliances on Consumer Brand Attitudes, BERNARD L. SIMONIN and JULIE A. ROTH, February 1998, 30–42.

The authors examine the growing and pervasive phenomenon of brand alliances as they affect consumers' brand attitudes. The results of the main study (n = 350) and two replication studies (n = 150, n = 210) together demonstrate that (1) consumer attitudes toward the brand alliance influence subsequent impressions of each partner's brand (i.e., "spillover" effects), (2) brand familiarity moderates the strength of relations between constructs in a manner consistent with information integration and attitude accessibility theories, and (3) each partner brand is not necessarily affected equally by its participation in a particular alliance. These results represent a first, necessary step in understanding why and how a brand could be affected by "the company it keeps" in its brand alliance relationships.

Overcoming the Early Entrant Advantage: The Role of Alignable and Nonalignable Differences, SHI ZHANG and ARTHUR B. MARKMAN, November 1998, 413–26.

See "Information Processing"

A Relationship Between Market Share Elasticities and Brand Switching Probabilities, RANDOLPH E. BUCKLIN, GARY J. RUSSELL, and V. SRINIVASAN, February 1998, 99–113

The authors derive a theoretical relationship between the aggregate market share elasticity matrix and the aggregate brand switching matrix on the basis of a logit model of heterogeneous consumers choosing among competing brands in a product class. Aggregate cross-elasticities are shown to be proportional (through a single scaling constant) to their corresponding aggregate row-conditional brand switching probabilities. Aggregate own-elasticities are shown to be proportional (through the negative of the same scaling constant) to one minus their corresponding aggregate row-conditional repeat purchase probabilities. An empirical analysis conducted on household scanner panel data in the liquid laundry detergent category shows that the theoretical correspondence holds as a very good approximation. An illustrative use of the relationship in estimating aggregate (store-level) models of market share indicates that the relationship helps improve predictive validity in a holdout period.

Simulation Experiments in Choice Simplification: The Effects of Task and Context on Forecasting Performance, RICK L. ANDREWS and AJAY K. MANRAI, May 1998, 198–209.

Experimental and protocol-based research has demonstrated convincingly that consumers frequently use simplification heuristics prior to making choices. Consequently, quantitative choice models incorporating simplification strategies recently have received much research attention. Given the additional computational cost and complexity involved in estimating these models, the authors investigate how robustly the standard logit model accommodates choice simplification processes. The results show that when consumers screen brands using an elimination-by-aspects strategy, logit forecasts choices reasonably well, but the parameter estimates are severely biased. However, when consumers screen through brands previously purchased, augmented by brands promoted, logit both forecasts poorly and produces biased parameter estimates, even when dedicated screening variables are included in the logit utility function. The predictive validity of logit improves somewhat when the universal set size is small and when purchase event feedback is less important.

BRAND MANAGEMENT

Advertising Frequency Decisions in a Discrete Markov Process Under a Budget Constraint, BART J. BRONNENBERG, August 1998, 399–406.

See "Advertising and Media Research"

Determining Segmentation in Sales Response Across Consumer Purchase Behaviors, RANDOLPH E. BUCKLIN, SUNIL GUPTA, and S. SIDDARTH, May 1998, 189–97.

See "Segmentation Research"

The Effects of Extensions on Brand Name Dilution and Enhancement, ZEYNEP GURHAN-CANLI and DURAIRAJ MAHESWARAN, November 1998, 464–73.

In this article, the authors examine new product extension strategies that are likely to be effective in building brand equity. The framework accounts for mixed findings in brand equity literature by identifying motivation as a factor that moderates the dilution and enhancement effects observed in prior research. The authors find that the typicality of the extension and consumers' level of motivation determine the effect of extensions on family brand name. In high-motivation conditions, incongruent extensions are scrutinized in detail and lead to the modification of family brand evaluations, regardless of the typicality of the extensions. However, in low-motivation conditions, brand evaluations are more extreme in the context of high (versus low) typicality. The less typical extension is considered an exception, which reduces its impact on evaluations. Results also show that brand name dilution or enhancement can occur in response to congruent extensions. However, processes that underlie the effect of congruent information are somewhat different.

An Empirical Analysis of Umbrella Branding, TULIN ERDEM, August 1998, 339–51.

See "Brand Evaluation and Choice"

How Brand Names Affect the Demand for Twin Authomobiles, MARY W. SULLIVAN, May 1998, 154–65.

In this article, the author considers the effect of brand names on demand by examining the price ratios of used twin automobiles. Twins usually are made in the same plant and have essentially the same physical attributes but different brand names. If the models of a twin pair are perceived as perfect substitutes, their relative price should equal unity. Brand names could cause the demand for twin models to differ if consumers use the brand names to make inferences about unobservable quality. Consumers also might prefer one brand to another for prestige or status. The relative prices of most of the twin pairs in the sample differ from unity, which implies that consumers do not perceive the twin models to be perfect substitutes. Parent-brand quality and other brand factors are related to the relative prices of the twin pairs. The results suggest that consumers rely on information about the parent brand to make inferences about individual products that carry the parent name. The results have implications for firms' branding policies.

Is a Company Known by the Company It Keeps? Assessing the Spillover Effects of Brand Alliances on Consumer Brand Attitudes, BERNARD L. SIMONIN and JULIE A. ROTH, February 1998, 30–42.
See "Brand Evaluation and Choice"

CHANNELS OF DISTRIBUTION

Information Asymmetry and Levels of Agency Relationships, DEBI PRASAD MISHRA, JAN B. HEIDE, and STANTON G. CORT, August 1998, 277–95.
See "Organizational Relationships"

Interdependence, Punitive Capability, and the Reciprocation of Punitive Actions in Channel Relationships, NIRMALYA KUMAR, LISA K. SCHEER, and JAN-BENEDICT E.M. STEENKAMP, May 1998, 225–35.

Using data from automobile dealers in the Netherlands, the authors find that dealers' punitive actions toward their key suppliers are affected by their perceptions of their own and their supplier's interdependence and punitive capabilities, as well as by the supplier's punitive actions. Punitive actions are affected by interdependence, but a more complete picture is achieved by also examining punitive capability. The authors test hypotheses based on bilateral deterrence, conflict spiral, and relative power theories, but none of these comprehensively explains the effects of both total power and power asymmetry. Dealer punitive actions are inhibited as total interdependence increases, but are promoted as total punitive capability increases. Using spline regression, the authors find that interdependence asymmetry has no direct effect on punitive actions, whereas punitive capability asymmetry does. As dealers' punitive capability advantage as compared with their suppliers' increases, dealers make greater use of punitive actions, whereas they use fewer punitive actions as their punitive capability deficit increases. The authors also find that dealers with a relative advantage in dependence or punitive capability are more likely to reciprocate their supplier's punitive actions.

CONSUMER BEHAVIOR

An Anchoring and Adjustment Model of Purchase Quantity Decisions, BRIAN WANSINK, ROBERT J. KENT, and STEPHEN J. HOCH, February 1998, 71–81.

How do consumers decide how many units to buy? Whereas prior research on individual consumers' purchases has focused primarily on purchase incidence and brand choice, the authors focus on the psychological process behind the purchase quantity decision. The authors propose that a simple anchoring and adjustment model describes how consumers make purchase quantity decisions and suggests how point-of-purchase promotions can increase sales. Two field experiments and two lab studies show that anchor-based promotions—presented as multiple-unit prices, purchase quantity limits, and suggestive selling—can increase purchase quantities. The final study shows that consumers who retrieve internal anchors can counter these anchor-based promotions effectively. Firms might receive net benefits from anchor-based promotions depending on whether increases in unit sales reflect increased category consumption, brand switching, variety switching, store switching, or stockpiling.

Consumers' Perceptions of the Assortment Offered in a Grocery Category: The Impact of Item Reduction, SUSAN M. BRONIARCZYK, WAYNE D. HOYER, and LEIGH McALISTER, May 1998, 166–76.
See "Retailing"

Divide and Prosper: Consumers' Reactions to Partitioned Prices, VICKI G. MORWITZ, ERIC A. GREENLEAF, and ERIC J. JOHNSON, November 1998, 453–63.
See "Pricing"

The Effect of Promotion on Consumption: Buying More and Consuming It Faster, KUSUM L. AILAWADI and SCOTT A. NESLIN, August 1998, 390–98.
See "Promotion"

The Effects of Extensions on Brand Name Dilution and Enhancement, ZEYNEP GURHAN-CANLI and DURAIRAJ MAHESWARAN, November 1998, 464–73.
See "Brand Management"

Exploring the Determinants of Broadway Show Success, SRINIVAS K. REDDY, VANITHA SWAMINATHAN, and CAROL M. MOTLEY, August 1998, 370–83.

This study investigates the determinants of success of an experiential good: Broadway shows. The authors focus on the sources and types of information used in the selection of an artistic event and discuss the impact of critics' reviews on the length of a show's run and attendance. In addition, the authors empirically determine the influence of other variables, such as previews, newspaper advertising, ticket prices, show type, talent characteristics, and timing of opening. The results indicate that New York newspaper theater critics have a significant impact on the success of Broadway shows. It is also found that the newspaper critics have a differential impact, with the critic from the *New York Times* yielding nearly twice as much influence as critics from the *Daily News* or the *New York Post*. Theater critics, it appears, are not only predictors but influencers as well. Among the various show types, musicals appear to fare better than other categories of shows. Previews have a significant impact on the attendance, but not on the longevity, of Broadway shows. Advertising also has a significant impact on both longevity and attendance. However, the characteristics of the key talent do not have a consistently significant influence on show success. In addition, ticket prices do not have a significant relationship with either longevity or attendance. The results indicate that there is an overwhelming impact of information sources, particularly the influence of critics' reviews, on the success of Broadway shows. The authors discuss the implications of these results for the theater industry.

The Illusion of Delayed Incentives: Evaluating Future Effort–Money Transactions, DILIP SOMAN, November 1998, 427–37.
See "Decision Research"

Investigating Purchase Timing Behavior in Two Related Product Categories, PRADEEP K. CHINTAGUNTA and SUDEEP HALDAR, February 1998, 43–53.
See "Brand Evaluation and Choice"

Market-Level Effects of Information: Competitive Responses and Consumer Dynamics, CHRISTINE MOORMAN, February 1998, 82–98.
See "Market Analysis and Response"

A Meta-Analysis of Relationships Between Ad-Evoked Feelings and Advertising Responses, STEVEN P. BROWN, PAMELA M. HOMER, and J. JEFFREY INMAN, February 1998, 114–26.

The authors conduct meta-analyses of relationships involving positive and negative ad-evoked feelings to determine (1) whether the effects of positive and negative feelings on advertising responses are symmetrical or asymmetrical and bipolar or bidimensional; (2) whether study design characteristics influence the strength of effects of positive and negative feelings on ad and brand attitudes; (3) whether moderator effects are differential for positive and negative feelings; and (4) whether relationships are generalizable across different study designs, product types, and media. Using the aggregated data, the authors assess competing predictions of three alternative theoretical perspectives: *bipolarity*, *generalized asymmetry*, and *contingent asymmetry*. Analyses indicate that positive and negative feelings have contingently asymmetrical effects on advertising responses. Study conditions related to subjects' cognitive processing sets moderated the effects of negative feelings on ad and brand attitudes but generally did not moderate the effects of positive feelings. The authors also demonstrate the utility of bootstrapping as an advantageous new way of conducting moderator analyses in meta-analysis.

Overcoming the Early Entrant Advantage: The Role of Alignable and Nonalignable Differences, SHI ZHANG and ARTHUR B. MARKMAN, November 1998, 413–26.
See "Information Processing"

Predecisional Distortion of Product Information, J. EDWARD RUSSO, MARGARET G. MELOY, and VICTORIA HUSTED MEDVEC, November 1998, 438–52.
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CUSTOMER SERVICE

Information Asymmetry and Levels of Agency Relationships, DEBI PRASAD MISHRA, JAN B. HEIDE, and STANTON G. CORT, August 1998, 277–95.
See "Organizational Relationships"

DECISION RESEARCH

The Illusion of Delayed Incentives: Evaluating Future Effort–Money Transactions, DILIP SOMAN, November 1998, 427–37.

In many real-world situations, consumers must evaluate future transaction opportunities in which money will be awarded for the performance of effort or for providing a service. In a marketing setting, consumers often are promised a delayed reward, contingent on the performance of future effort. In such situations, the author proposes that at the time of brand choice, the future effort is underweighted, relative to the future savings. Consequently, an incentive that appears attractive at the time of brand choice may appear unattractive at the time of redemption. The author hypothesizes and experimentally demonstrates the effect of face value, level of effort, and temporal delay on choice, redemption, and profits. Results show that temporal delay between choice and redemption causes a systematic underweighting of future effort, which mediates the increased attractiveness of alternatives with delayed incentives. The author also uses an analytical model to derive the profitability implications of delayed incentives.

Investigating Consumers' Tendency to Combine Multiple Shopping Purposes and Destinations, BENEDICT G.C. DELLAERT, THEO A. ARENTZE, MICHEL BIERLAIRE, ALOYS W.J. BORGERS, and HARRY J.P. TIMMERMANS, May 1998, 177–88.

See "Retailing"

Predecisional Distortion of Product Information, J. EDWARD RUSSO, MARGARET G. MELOY, and VICTORIA HUSTED MEDVEC, November 1998, 438–52.

See "Information Processing"

Simulation Experiments in Choice Simplification: The Effects of Task and Context on Forecasting Performance, RICK L. ANDREWS and AJAY K. MANRAI, May 1998, 198–209.

See "Brand Evaluation and Choice"

DIFFUSION OF INNOVATIONS

Competitive Dynamics and the Introduction of New Products: The Motion Picture Timing Game, ROBERT E. KRIDER and CHARLES B. WEINBERG, February 1998, 1–15.

See "New Product Development and Launch"

Late Mover Advantage: How Innovative Late Entrants Outsell Pioneers, VENKATESH SHANKAR, GREGORY S. CARPENTER, and LAKSHMAN KRISHNAMURTHI, February 1998, 54–70.

See "Strategy and Planning"

When Is It Worthwhile Targeting the Majority Instead of the Innovators in a New Product Launch? VIJAY MAHAJAN and EITAN MULLER, November 1998, 488–95.

Despite the relatively small number of Innovators in a potential market for a new product, they are often the main target of a firm's marketing efforts. Because the Innovators tend to influence the remaining potential adopters, that is, the Majority, firms tend to allocate more marketing efforts and resources toward the Innovators than toward the Majority. Using a two-stage game model with a diffusion effect, the authors analytically investigate whether this is always an optimal strategy. They identify several market and competitive conditions in which it might be optimal for firms to target the Majority rather than the Innovators. The managerial implications of these conditions for new product launch are discussed.

ECONOMETRIC MODELS

Determining Where to Shop: Fixed and Variable Costs of Shopping, DAVID R. BELL, TECK-HUA HO, and CHRISTOPHER S. TANG, August 1998, 352–69.

See "Retailing"

An Empirical Analysis of Umbrella Branding, TULIN ERDEM, August 1998, 339–51.

See "Brand Evaluation and Choice"

Investigating Consumers' Tendency to Combine Multiple Shopping Purposes and Destinations, BENEDICT G.C. DELLAERT, THEO A. ARENTZE, MICHEL BIERLAIRE, ALOYS W.J. BORGERS, and HARRY J.P. TIMMERMANS, May 1998, 177–88.

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Investigating Purchase Timing Behavior in Two Related Product Categories, PRADEEP K. CHINTAGUNTA and SUDEEP HALDAR, February 1998, 43–53.

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A Relationship Between Market Share Elasticities and Brand Switching Probabilities, RANDOLPH E. BUCKLIN, GARY J. RUSSELL, and V. SRINIVASAN, February 1998, 99–113.

See "Brand Evaluation and Choice"

EDITORIAL

From the Editor, RUSSELL S. WINER, February 1998, iii–v.

Journal of Marketing Research Editorial Policies, February 1998, vi.

FORECASTING

Simulation Experiments in Choice Simplification: The Effects of Task and Context on Forecasting Performance, RICK L. ANDREWS and AJAY K. MANRAI, May 1998, 198–209.

See "Brand Evaluation and Choice"

When Is It Worthwhile Targeting the Majority Instead of the Innovators in a New Product Launch? VIJAY MAHAJAN and EITAN MULLER, November 1998, 488–95.

See "Diffusion of Innovations"

INDUSTRIAL MARKETING

Learning and Performance Orientation of Salespeople: The Role of Supervisors, AJAY K. KOHLI, TASADDUQ A. SHERVANI, and GOUTAM N. CHALLAGALLA, May 1998, 263–74.

See "Sales Force Management"

INFORMATION PROCESSING

Consumer Processing of Product Trial and the Influence of Prior Advertising: A Structural Modeling Approach, DEANNA S. KEMPF and ROBERT E. SMITH, August 1998, 325–38.

See "Brand Evaluation and Choice"

Coupon Value: A Signal for Price? PRIYA RAGHUBIR, August 1998, 316–24.

See "Promotion"

The Impact of Advertising Positioning Strategies on Consumer Price Sensitivity, AJAY KALRA and RONALD C. GOODSTEIN, May 1998, 210–24.

See "Advertising and Media Research"

A Meta-Analysis of Relationships Between Ad-Evoked Feelings and Advertising Responses, STEVEN P. BROWN, PAMELA M. HOMER, and J. JEFFREY INMAN, February 1998, 114–26.

See "Consumer Behavior"

Overcoming the Early Entrant Advantage: The Role of Alignable and Nonalignable Differences, SHI ZHANG and ARTHUR B. MARKMAN, November 1998, 413–26.

Prior research has focused on early entrant advantage rather than on theories that explain and predict how late entrants can surpass the early entrant's performance. In this research, the authors propose that learning about new brands is influenced by the way the attributes of later entrants compare with attributes of the first. In three experiments, the authors show that attributes that differentiate later entrants from the first entrant are better remembered and listed more often in judgment formation protocols if the attributes are comparable along some common aspect (i.e., they are alignable differences) than if they do not correspond to any attributes of the first entrant (i.e., they are nonalignable differences). The impact of greater memorability of alignable over nonalignable differences is that later entrants whose attributes are superior to those of the first entrant can come to be preferred over the first entrant when the attributes are alignable differences but not when they are nonalignable differences. These findings have important implications for product entry, differentiation, and positioning strategies.

Predecisional Distortion of Product Information, J. EDWARD RUSSO, MARGARET G. MELOY, and VICTORIA HUSTED MEDVEC, November 1998, 438–52.

Two consumer choice experiments reveal distortion of product information. When relatively equivocal information about two hypothetical brands is acquired one attribute at a time, the evaluation of a subsequent attribute is distorted to support the brand that emerges as the leader. This distortion in favor of the leading brand occurs in the absence of any prior brand preference and even when no choice is required. In the latter case, brand preference is formed spontaneously and privately. The magnitude of this predecisional information distortion is roughly double the well-known postdecisional distortion due to cognitive dissonance. A second study shows that, even when the product information is diagnostic, substantial distortion remains. Furthermore, when the diagnostic information leads to a reversal of the currently preferred brand, distortion reappears in support of the new leading brand. The implications of predecisional distortion of product information are discussed for the presentation order of brands, the presentation format of product attributes, and the potential bias in preference assessment techniques, such as conjoint measure- ment, that rely on pairwise choices.

MARKET ANALYSIS AND RESPONSE

Determining Segmentation in Sales Response Across Consumer Purchase Behaviors, RANDOLPH E. BUCKLIN, SUNIL GUPTA, and S. SIDDARTH, May 1998, 189–97.

See "Segmentation Research"

The Effect of Promotion on Consumption: Buying More and Consuming It Faster, KUSUM L. AILAWADI and SCOTT A. NESLIN, August 1998, 390–98.

See "Promotion"

Estimating Irregular Pricing Effects: A Stochastic Spline Regression Approach, KIRTHI KALYANAM and THOMAS S. SHIVELY, February 1998, 16–29.

See "Statistical Methods"

Late Mover Advantage: How Innovative Late Entrants Outsell Pioneers, VENKATESH SHANKAR, GREGORY S. CARPENTER, and LAKSHMAN KRISHNAMURTHI, February 1998, 54–70.

See "Strategy and Planning"

The Long-Term Impact of Promotions on Consumer Stockpiling Behavior, CARL F. MELA, KAMEL JEDIDI, and DOUGLAS BOWMAN, May 1998, 250–62.

See "Promotion"

Market-Level Effects of Information: Competitive Responses and Consumer Dynamics, CHRISTINE MOORMAN, February 1998, 82–98.

Information flowing into a market from firms can stimulate competitive activity and consumer dynamics that ultimately improve the functioning of that market (e.g., improve product quality). However, prior research has provided limited empirical evidence regarding the conditions under which (1) information confers such benefits on the market, (2) firms make strategic use of such information flows, and (3) consumer behavior influences the achievement of these market effects and strategic benefits. The author performs a longitudinal quasi-experiment to investigate these issues using the introduction of the Nutrition Labeling and Education Act (NLEA) as a research context. Results indicate that information did promote consumer dynamics that may have fostered competitive activity among firms. Specifically, marketers changed the quality of base brands and their brand extensions in unique and opposite ways that enabled brands to occupy distinct strategic positions in the market. Market information also influenced the nature of competitive rivalry by shifting price promotion levels depending on the healthy positioning of firm brands. Such approaches were speculated to provide firms with a means of coping with the uncertainty of competitive and consumer reactions to the NLEA, extending theories of the market-level effects of information to include the strategic use of such information by firms.

MARKETING–R&D INTERFACE

Organizing for Radical Product Innovation: The Overlooked Role of Willingness to Cannibalize, RAJESH K. CHANDY and GERARD J. TELLIS, November 1998, 474–87.

See "New Product Development and Launch"

MEASUREMENT

Consumers' Perceptions of the Assortment Offered in a Grocery Category: The Impact of Item Reduction, SUSAN M. BRONIARCZYK, WAYNE D. HOYER, and LEIGH McALISTER, May 1998, 166–76.

See "Retailing"

An Integrated Approach Toward the Spatial Modeling of Perceived Customer Value, INDRAJIT SINHA and WAYNE S. DeSARBO, May 1998, 236–49.

See "Scaling Methods"

META-ANALYSIS

Designing the Next Study for Maximum Impact, JOHN U. FARLEY, DONALD R. LEHMANN, and LANE H. MANN, November 1998, 496–501.

See "Research Design"

NEW PRODUCT DEVELOPMENT AND LAUNCH

Competitive Dynamics and the Introduction of New Products: The Motion Picture Timing Game, ROBERT E. KRIDER and CHARLES B. WEINBERG, February 1998, 1–15.

The extremely short life cycle and the rapid decay in revenues after opening coupled with the rapid and frequent introduction of new competitive products makes the timing of new product introductions in the motion picture industry critical, particularly during the high-revenue Christmas and summer seasons. Each studio wants to capture as much of the season as possible by opening early in the season. At the same time, each wants to avoid head-to-head competition. The authors model competition between two motion pictures in a share attraction framework and conduct an equilibrium analysis of the product introduction timing game in a finite season. The following three different equilibrium configurations emerge: (1) a single equilibrium with both movies opening simultaneously at the beginning of the season, (2) a single equilibrium with one movie opening at the beginning of the season and one delaying, and (3) dual equilibria, with either movie delaying opening. A key factor is the product life cycle, which can be captured well with a two-parameter exponential decline. The authors relate the life-cycle parameters to these possibilities with the general result that the weaker movie may be forced to delay opening. These results are related to case studies of the opening of recently released movies. A statistical analysis of the 1990 summer season in North America provides support for the conclusions and suggests that current release timing decisions can be improved. The authors discuss the rationale of "avoiding the competition" in the general context of product introduction timing.

Organizing for Radical Product Innovation: The Overlooked Role of Willingness to Cannibalize, RAJESH K. CHANDY and GERARD J. TELLIS, November 1998, 474–87.

Why are some firms more successful at introducing radical product innovations than others? Following Schumpeter (1942), many researchers have suggested that firm size is the key organizational predictor of radical product innovation. The authors provide an alternate view and argue that one key variable that differentiates firms with strong radical product innovation records from others is the firms' willingness to cannibalize their own investments. The authors identify three organizational factors that drive a firm's willingness to cannibalize. Results from a survey of three high-tech industries tend to support the alternate view that willingness to cannibalize is a more powerful driver of radical product innovation than firm size is. These results suggest a need to reconsider conventional wisdom on firm size, cannibalization, and organizational synergy.

Seasonal Marketing and Timing New Product Introductions, SONA RADAS and STEVEN M. SHUGAN, August 1998, 296–315.

See "Regression and Other Statistical Methods"

When Is It Worthwhile Targeting the Majority Instead of the Innovators in a New Product Launch? VIJAY MAHAJAN and EITAN MULLER, November 1998, 488–95.

See "Diffusion of Innovations"

ORGANIZATIONAL RELATIONSHIPS

Information Asymmetry and Levels of Agency Relationships, DEBI PRASAD MISHRA, JAN B. HEIDE, and STANTON G. CORT, August 1998, 277–95.

Many marketing exchanges are characterized by an information asymmetry between suppliers and customers. Specifically, customers are faced with both adverse selection and moral hazard problems that involve, respectively, uncertainty about supplier characteristics and the risk of quality cheating. Drawing on prior research, the authors propose that agency problems in a customer relationship can be resolved by means of customer bonds and price premiums, which serve as signals and supplier incentives, respectively. The authors also propose that adverse selection and moral hazard problems exist in relationships between suppliers and their employees. Similar to the customer relationship, these problems can be addressed with signals and incentives of various kinds. The authors present hypotheses regarding the agency problems in both of these relationships and test them empirically in the context of automotive service purchases. Data obtained from 287 service managers support the hypotheses. The data also suggest that institutional differences across service outlets (e.g., ownership structure and size) influence how the two types of agency problems are managed.

Learning and Performance Orientation of Salespeople: The Role of Supervisors, AJAY K. KOHLI, TASADDUQ A. SHERVANI, and GOUTAM N. CHALLAGALLA, May 1998, 263–74.

See "Sales Force Management"

PRICING

Coupon Value: A Signal for Price? PRIYA RAGHUBIR, August 1998, 316–24.

See "Promotion"

Determining Where to Shop: Fixed and Variable Costs of Shopping, DAVID R. BELL, TECK-HUA HO, and CHRISTOPHER S. TANG, August 1998, 352–69.

See "Retailing"

Divide and Prosper: Consumers' Reactions to Partitioned Prices, VICKI G. MORWITZ, ERIC A. GREENLEAF, and ERIC J. JOHNSON, November 1998, 453–63.

Many firms divide a product's price into two mandatory parts, such as the base price of a mail-order shirt and the surcharge for shipping and handling, rather than charging a combined, all-inclusive price. The authors call this strategy *partitioned pricing*. Although firms presumably use partitioned pricing to increase demand and profits, there is little clear empirical support that these prices increase demand or any theoretical explanation for why this should occur. The authors test hypotheses of how consumers process partitioned prices and how partitioned pricing affects consumers' processing and recall of total costs and their purchase intentions and certain types of demand. The results suggest that partitioned prices decrease consumers' recalled total costs and increase their demand. The manner in which the surcharge is presented and consumers' affect for the brand name also influence how they react to partitioned prices.

Estimating Irregular Pricing Effects: A Stochastic Spline Regression Approach, KIRTHI KALYANAM and THOMAS S. SHIVELY, February 1998, 16–29.

See "Statistical Methods"

How Brand Names Affect the Demand for Twin Authomobiles, MARY W. SULLIVAN, May 1998, 154–65.

See "Brand Management"

The Impact of Advertising Positioning Strategies on Consumer Price Sensitivity, AJAY KALRA and RONALD C. GOODSTEIN, May 1998, 210–24.

See "Advertising and Media Research"

The Long-Term Impact of Promotions on Consumer Stockpiling Behavior, CARL F. MELA, KAMEL JEDIDI, and DOUGLAS BOWMAN, May 1998, 250–62.

See "Promotion"

PROMOTION

An Anchoring and Adjustment Model of Purchase Quantity Decisions, BRIAN WANSINK, ROBERT J. KENT, and STEPHEN J. HOCH, February 1998, 71–81.

See "Consumer Behavior"

Coupon Value: A Signal for Price? PRIYA RAGHUBIR, August 1998, 316–24.

In this article, the author proposes that consumers use the value of a coupon to estimate price. Study 1 shows that the higher the percentage discount, the higher the perceived price; Study 2 demonstrates this effect with cents-off coupons. Study 3 then demonstrates that the effect is contingent on whether alternate sources of information are available to consumers and examines the consequences of this on deal evaluations and purchase intentions. The author discusses implications for the information value of promotions, along with managerial implications for coupon design and communication.

The Effect of Promotion on Consumption: Buying More and Consuming It Faster, KUSUM L. AILAWADI and SCOTT A. NESLIN, August 1998, 390–98.

The authors empirically demonstrate the existence of flexible consumption rates in packaged-goods products, how this phenomenon can be modeled, and its importance in assessing the effectiveness of sales promotion. They specify an incidence, choice, and quantity model in which category consumption varies with the level of household inventory. The authors use two different functions to relate consumption rates to household inventory and estimate the models using scanner panel data from two product categories: yogurt and ketchup. Both functions provide a significantly better fit than a conventional model, which assumes a constant daily usage rate. They also have strong discriminant validity; yogurt consumption is found to be much more flexible with respect to inventory than ketchup consumption is. The authors use a Monte Carlo simulation to decompose the long-term impact of promotion into brand switching and consumption effects and conclude with the implications of their findings for researchers and managers.

The Illusion of Delayed Incentives: Evaluating Future Effort–Money Transactions, DILIP SOMAN, November 1998, 427–37.

See "Decision Research"

The Long-Term Impact of Promotions on Consumer Stockpiling Behavior, CARL F. MELA, KAMEL JEDIDI, and DOUGLAS BOWMAN, May 1998, 250–62.

Although brands have increased their promotional spending substantially in many categories over the past decade, panel-based research into consumer stockpiling behavior typically has assumed that consumers' decisions regarding whether and how much to purchase have remained invariant to this increase. The authors develop a varying parameter model of purchase incidence and purchase quantity to ascertain whether this increase in promotions has affected households' stockpiling decisions in the long term. The authors estimate the model on the basis of more than eight years of panel data for a frequently purchased, nonfood, consumer packaged-goods product. The results suggest that consumers' stockpiling behavior has changed over the years. The increased long-term exposure of households to promotions has reduced their likelihood of making category purchases on subsequent shopping trips. However, when households do decide to buy, they tend to buy more of a good. Such behavior is indicative of an increasing tendency to "lie in wait" for especially good promotions. This change appears to have some deleterious ramifications for category profitability.

PURCHASE QUANTITIES

An Anchoring and Adjustment Model of Purchase Quantity Decisions, BRIAN WANSINK, ROBERT J. KENT, and STEPHEN J. HOCH, February 1998, 71–81.

See "Consumer Behavior"

REGRESSION AND OTHER STATISTICAL METHODS

Seasonal Marketing and Timing New Product Introductions, SONJA RADAS and STEVEN M. SHUGAN, August 1998, 296–315.

Virtually every product is seasonal; seasonality often dictates business strategy. In this article, the authors (1) show how to add known seasonal patterns to any dynamic model parsimoniously and without changing the

fundamental model assumptions, (2) illustrate how their method provides strategic implications for timing new product introductions, and (3) provide an empirical application. The authors transform time so that, during high seasons, time is moving faster than normal time. Traditional methods only adjust sales, independent of the underlying sales model. The authors' method also changes the product's growth along its life cycle and suggests that timing introduction decisions are dependent on the shape of the product's life cycle. The authors' empirical work compares their theoretical results with empirical observations. With data for all major films released between July 1993 and 1995 (673 films), the authors estimate the seasonal pattern for the motion picture industry and compare their theory with studio behavior.

RESEARCH DESIGN

Designing the Next Study for Maximum Impact, JOHN U. FARLEY, DONALD R. LEHMANN, and LANE H. MANN, November 1998, 496–501.

Generalized knowledge comes from cumulating results across studies, a process known as meta-analysis. Efficiently increasing generalized knowledge in a defined area—estimates of price or advertising, for example—is one important goal for research. Because (1) most meta-analyses are based on highly inefficient and unbalanced natural experiments or designs and (2) additional studies are costly, carefully selecting the next study is important. The authors demonstrate that, rather than simply selecting a study that uses currently underrepresented design variables, a procedure that reduces collinearity among design variables will produce far superior improvements in knowledge.

RETAILING

Consumers' Perceptions of the Assortment Offered in a Grocery Category: The Impact of Item Reduction, SUSAN M. BRONIARCZYK, WAYNE D. HOYER, and LEIGH McALISTER, May 1998, 166–76.

Grocery retailers have been informed that, to remain competitive, they must reduce the number of stockkeeping units (SKUs) offered, in line with consumer demand, or, in other words, adopt "Efficient Assortment." Retailers have resisted this principle on the basis of a fear that eliminating items would lower consumer assortment perceptions and decrease the likelihood of store choice. In two studies, the authors examine how consumers form assortment perceptions in the face of SKU reduction with a particular emphasis on two heuristic cues: the availability of a favorite product and the amount of shelf space devoted to the category. Results indicate that retailers might be able to make substantive reductions in the number of items carried without negatively affecting assortment perceptions and store choice, as long as only low-preference items are eliminated and category space is held constant. Thus, the potential risk inherent in item reduction might be more limited than initially thought. The authors then discuss the implications of these findings for retailers, as well as additional measurement considerations.

Determining Where to Shop: Fixed and Variable Costs of Shopping, DAVID R. BELL, TECK-HUA HO, and CHRISTOPHER S. TANG, August 1998, 352–69.

The authors develop and test a new model of store choice behavior whose basic premise is that each shopper is more likely to visit the store with the lowest total shopping cost. The total shopping cost is composed of fixed and variable costs. The fixed cost is independent of, whereas the variable cost depends on, the shopping list (i.e., the products and their respective quantities to be purchased). Besides travel distance, the fixed cost includes a shopper's inherent preference for the store and historic store loyalty. The variable cost is a weighted sum of the quantities of items on the shopping list multiplied by their expected prices at the store. The article has three objectives: (1) to model and estimate the relative importance of fixed and variable shopping costs, (2) to investigate customer segmentation in response to shopping costs, and (3) to introduce a new measure (the basket size threshold) that defines competition between stores from a shopping cost perspective. The model controls for two important phenomena: Consumer shopping lists might differ from the collection of goods ultimately bought, and shoppers might develop category-specific store loyalty.

Investigating Consumers' Tendency to Combine Multiple Shopping Purposes and Destinations, BENEDICT G.C. DELLAERT, THEO A. ARENTZE, MICHEL BIERLAIRE, ALOYS W.J. BORGERS, and HARRY J.P. TIMMERMANS, May 1998, 177–88.

Because of the increasing time pressure they face, many consumers are becoming more concerned about the efficiency of their shopping patterns. Retailers have recognized this trend and have improved shopping convenience by offering greater variety in product categories and making it easier for consumers to combine visits to multiple stores. However, little is known about how consumers improve the efficiency of their shopping trips or how changes in retail supply affect the way in which consumers combine multiple purposes and destinations. Building on previous work in consumer shopping trip modeling and conjoint design theory, the authors introduce a choice-based conjoint approach to studying and modeling this phenomenon. The authors illustrate the approach in a case study that investigates the tendency of Dutch shoppers to combine grocery, drugstore, and clothing purchases across multiple shopping destinations. The authors observe that the tendency of consumers to combine purchases differs from category to category and depends on category availability. In general, consumers combine considerably fewer purchases than could be expected if their shopping trip planning was based purely on travel cost minimization.

SALES FORCE MANAGEMENT

Learning and Performance Orientation of Salespeople: The Role of Supervisors, AJAY K. KOHLI, TASADDUQ A. SHERVANI, and GOUTAM N. CHALLAGALLA, May 1998, 263–74.

The recent work of Sujan, Weitz, and Kumar (1994) brings into sharp focus two distinct goal orientations of salespeople: learning and performance. In this article, the authors make two primary contributions to this emerging topic in salesforce literature: (1) They develop and examine novel propositions that shed light on how supervisors influence the goal orientations of salespeople, and (2) They examine whether supervisors' influence on their salespeople's orientations is moderated by salesperson experience. The article's hypotheses are tested using data from salespeople in two *Fortune* 500 companies. The results support several of the a priori hypotheses and suggest that supervisory behaviors (as perceived by salespeople) have a significant influence on salespeople's learning and performance orientations. Furthermore, the authors obtain some support for the hypothesized moderating effect of salesperson experience.

SCALING METHODS

Distance Representations of Consumer Perceptions: Evaluating Appropriateness by Using Diagnostics, SANJOY GHOSE, May 1998, 137–53.

To understand consumer perceptions of product/market structures, marketers must choose from a wide variety of spatial and tree models. Because spatial and tree representations in general possess different distance patterns, diagnostic measures calculated from the input data of dissimilarities or similarities should be able to indicate how appropriate a certain type of representation might be for a given set of input data. In this article, the author draws from previous literature on the characteristics of diagnostic measures and representation models to develop some partial hypotheses about how well the measures might indicate the appropriateness (in terms of fit) of different models. Empirical analysis indicates that the skewness diagnostic is clearly the best predictor of the appropriateness of representation models; this finding is consistent across a variety of comparable spatial and tree models. Centrality and the reciprocity-related measure, in conjunction with skewness, are useful for specific types of space–tree pairs. The author uses the U-Method (closely related to jackknifing) of prediction, in conjunction with discriminant analysis models, to show that the diagnostics can predict the relative appropriateness of spaces versus trees with accuracy levels substantially greater than what would be expected by chance.

An Integrated Approach Toward the Spatial Modeling of Perceived Customer Value, INDRAJIT SINHA and WAYNE S. DeSARBO, May 1998, 236–49.

The authors present a new measurement methodology of perceived value, based on latent structure multidimensional scaling, that derives simultaneously the underlying dimensions of the perceived value of various brands and market segment heterogeneity in terms of how such value evaluations are made. This latent structure, ordered probit, multidimensional scaling (MDS) based methodology improves on existing industry techniques of illustrating perceived customer value because it enables researchers to infer the underlying dimensions of perceived value from the data without specifying these a priori, as is common in existing methods. The authors compare the proposed model against more traditional MDS approaches in an empirical illustration involving the

perceived value of compact cars. Finally, the authors discuss managerial implications of this technique and provide directions for further research.

SEGMENTATION RESEARCH

Determining Segmentation in Sales Response Across Consumer Purchase Behaviors, RANDOLPH E. BUCKLIN, SUNIL GUPTA, and S. SIDDARTH, May 1998, 189–97.

The authors develop a joint estimation approach to segment households on the basis of their response to price and promotion in brand choice, purchase incidence, and purchase quantity decisions. The authors model brand choice (what to buy) by multinomial logit, incidence (whether to buy) by nested logit, and quantity (how much to buy) by poisson regression. Response segments are determined probabilistically using a latent mixture model. The approach simultaneously calibrates sales response on two dimensions: across segments and the three purchase behaviors. The procedure permits market-level sales elasticities to be decomposed by segment and purchase behavior (i.e., choice, incidence, and quantity). The authors apply the approach to scanner panel data for the yogurt category and find substantial differences across segments in the relative impact of the choice, incidence, and quantity decisions on overall sales response to price.

On the Heterogeneity of Demand, GREG M. ALLENBY, NEERAJ ARORA, and JAMES L. GINTER, August 1998, 384–89.

Demand heterogeneity traditionally has been defined as segments of consumers that are homogeneous with regard to the benefits they seek or in their response to marketing programs (e.g., product offering, price discounts). Although it often is acknowledged that truly homogeneous segments of consumers do not exist, the approximation is assumed to be sufficiently accurate to provide a reasonable basis for the development of marketing strategy. In this article, the authors provide evidence that the homogeneous segment assumption might not be reasonable. By using a normal component mixture model that nests other, more commonly used models of heterogeneity, the authors find that the within-component heterogeneity remains substantial, even when multiple components are present. Predictive tests substantiate their finding of large within-component heterogeneity.

STATISTICAL METHODS

Distance Representations of Consumer Perceptions: Evaluating Appropriateness by Using Diagnostics, SANJOY GHOSE, May 1998, 137–53.
See "Scaling Methods"

Estimating Irregular Pricing Effects: A Stochastic Spline Regression Approach, KIRTHI KALYANAM and THOMAS S. SHIVELY, February 1998, 16–29.

Markets respond to prices in complex ways. Multiple factors such as price points, odd pricing, and just-noticeable differences often cause steps and spikes in response. The result is market response functions that are frequently nonmonotonic. However, existing regression-based approaches employ functions that are inherently monotonic, which thereby limits representation of important irregularities. In this article, the authors use a stochastic spline regression approach in the framework of a hierarchical Bayes model that permits the estimation of irregular pricing effects and apply the approach to data sets from several product categories. A simulation study indicates that the stochastic spline approach is flexible enough to accommodate irregular response functions. The empirical results show that there are irregularities in own-price response for most of the brands examined and that there are important profit implications of these irregular response functions in pricing decisions. The authors find that the irregularities in the response functions include sales increases associated with odd prices in the range of 12% to 76%, flatness at the extremes of the range of observed prices, and kinks in the response function that are consistent with segmentation effects.

On the Heterogeneity of Demand, GREG M. ALLENBY, NEERAJ ARORA, and JAMES L. GINTER, August 1998, 384–89.
See "Segmentation Research"

A Relationship Between Market Share Elasticities and Brand Switching Probabilities, RANDOLPH E. BUCKLIN, GARY J. RUSSELL, and V. SRINIVASAN, February 1998, 99–113.
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STRATEGY AND PLANNING

Competitive Dynamics and the Introduction of New Products: The Motion Picture Timing Game, ROBERT E. KRIDER and CHARLES B. WEINBERG, February 1998, 1–15.
See "New Product Development and Launch"

Late Mover Advantage: How Innovative Late Entrants Outsell Pioneers, VENKATESH SHANKAR, GREGORY S. CARPENTER, and LAKSHMAN KRISHNAMURTHI, February 1998, 54–70.

Although pioneers outsell late movers in many markets, in some cases innovative late entry has produced some remarkably successful brands that outsell pioneers. The mechanisms through which innovative late movers outsell pioneers are unclear. To identify these mechanisms, the authors develop a brand-level model in which brand sales are decomposed into trials and repeat purchases. The model captures diffusion and marketing mix effects on brand trials and includes the differential impacts of innovative and noninnovative competitors' diffusion on these effects. The authors develop hypotheses on how the diffusion and marketing mix parameters of the brands differ by market entry strategy (pioneering, innovative late entry, and noninnovative late entry). The authors test these hypotheses using data from 13 brands in two pharmaceutical product categories. The results show that an innovative late mover can create a sustainable advantage by enjoying a higher market potential and a higher repeat purchase rate than either the pioneer or noninnovative late movers, growing faster than the pioneer, slowing the pioneer's diffusion, and reducing the pioneer's marketing spending effectiveness. Innovative late movers are advantaged asymmetrically in that their diffusion can hurt the sales of other brands, but their sales are not affected by competitors' diffusion. In contrast, noninnovative late movers face smaller potential markets, lower repeat rates, and less marketing effectiveness compared with the pioneer.

Market-Level Effects of Information: Competitive Responses and Consumer Dynamics, CHRISTINE MOORMAN, February 1998, 82–98.
See "Market Analysis and Response"

On the Heterogeneity of Demand, GREG M. ALLENBY, NEERAJ ARORA, and JAMES L. GINTER, August 1998, 384–89.
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Organizing for Radical Product Innovation: The Overlooked Role of Willingness to Cannibalize, RAJESH K. CHANDY and GERARD J. TELLIS, November 1998, 474–87.
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Overcoming the Early Entrant Advantage: The Role of Alignable and Nonalignable Differences, SHI ZHANG and ARTHUR B. MARKMAN, November 1998, 413–26.
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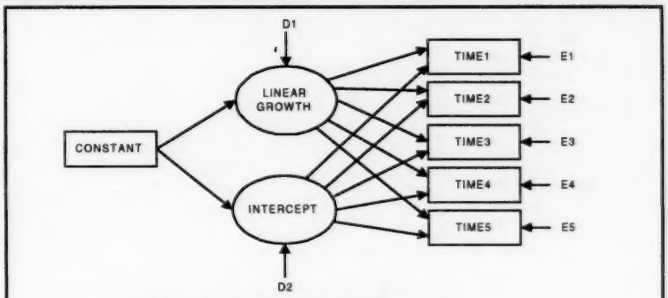

Figure X: Latent Growth Curve Model
Chi sq.=15.89 P=0.08 CFI=0.96 RMSEA=0.03

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